



## Frog Falls: Family Fun

March 2004

Volume 1, Issue 1

ITR Extends Hours for  
Pool Badges

Sat. May 15th & 22nd, June 5th  
9am-Noon

Wed. May 19, Thurs. May 27 &  
June 3  
Open until 7pm

Sat. May 29th (Opening Day)  
11am-2pm

### **Lifeguard Training:**

Ages 15 and older only  
Session 1: 14-18 June 8a-4:30p  
Session 2: 26 Jun-25 July  
Sat. and Sun. 8a-12p (no class 3,4 July)

Fee is \$185 (\$150 for members  
and the military) Fee includes all  
materials.

**Opening Day:**  
**May 29, 2004**

## New Managers for Frog Falls

Frog Falls has a new manager. Kerry Smith comes to Frog Falls with a strong background in recreation management. Some of you may remember Kerry from the 2002 season when she served as the Assistant Manager of Frog Falls for July and August.

Kerry took 6 months off from working to hike the Pacific Crest Trail last summer. After hiking 2,700 miles from Mexico to Canada she is back and ready to take on the challenge of Frog Falls.

Kerry will be joined by a new Assistant Manager as well. Stefanie Kimker comes to us with a strong background in aquatics management. Some of you may recognize Stefanie as she is a full-time employee of Total Fitness in the off-season.

Both Stefanie and Kerry are Aquatics Directors for Boy Scouts of America. The Boy Scouts of America have been developing strong leaders in

Aquatics for over 100 years. Aquatics Director is the highest level of training, achievement and recognition in Scouting Aquatics.

Both Kerry and Stefanie also hold Bachelor's degrees in Recreation Management from universities accredited by the National Recreation and Parks Association. The combination of education, experience and commitment to the field of aquatics assures that Frog Falls is in good hands.



## Focus Groups: Focusing on Customer Service

In an effort to find out what is important to our customers, the Management of Frog Falls recently held 3 focus groups. The participants for the focus groups were chosen from our best customers, those people that had 75 or more visits over the last 4 years. The groups were divided by membership category: Military, Picatinny Civilian and Rockaway Township members. This newsletter is one outcome of the Focus Groups. After talking with the three groups, the feedback obtained was largely positive. Frog Falls gives families an opportunity to spend time together in a safe, healthy and fun environment. Our members appreciate having a large, modern theme park style waterpark...in their backyard. Clearly our members value Frog Falls as a place to

make memories that last a lifetime. In addition to all of the positive feedback we received we have also learned about some of the things that our members would like us to refocus on. The most emphatic constructive feedback was related to the consistency, professionalism and attitude of the staff. It is clear to us that you want to be treated with respect and fairness and to be valued as members of Frog Falls. You also told us that you would like to see the facility kept cleaner. We had numerous comments about minor facility repairs that need to take place and we will be sure to submit service orders to have these things fixed as soon as the snow melts. In addition to (continued page 2)

## What's New!

- Buy up to 4 guest punch passes per season, per household.
- **New!** Raincheck Policy allows for discounted or free admission for a guest if the pool is closed by management. Details to follow!
- More family programs than ever to help you build family memories to last a lifetime.

## Guest Fee Raincheck Policy Revised

As a result of the focus groups we have revised the Raincheck Policy for guest fees. The following policies apply when Frog Falls is closed by the management for weather, fecal accident or other unexpected circumstances. In all cases, your guest must be wearing their wristband and have it cut off at the ID Window.

On Weekdays (Monday thru Thursday (except holidays):

If we close prior to 3pm, you will receive a raincheck for one free guest visit on a weekday later in the season.

If we close after 3pm, you will receive a \$3 off coupon for a guest visit on a weekday later in the season.

Weekend Guests will receive a raincheck or \$3 off coupon that allows them to visit at a later date on any day they choose, according to the same policy listed above.

\*This policy is intended to allow us to effectively deal with closures. For ease of implementation and for your safety in the event

of a lightning closure, we are attempting to make this process as quick and easy as possible.

### Sample Weekday Raincheck Coupon



## Brand Spanking New Programs

### Lifeguard Training:

Session 1: 14 – 18 June M-F 8am-4:30pm Cost: \$185 non-members \$150 members, military

Session 2: 26 Jun– 25 July Sat and Sun 8am-12pm (No class July 3 or 4)

Both sessions include 40 hours of instruction time, Lifeguarding Today textbook (required), pocket CPR mask (required). All eligible participants that successfully complete the class will receive certifications in the following: Red Cross Lifeguarding and First Aid Basics, CPR for the Professional Rescuer with AED Essentials, Oxygen Administration for the Professional Rescuer.

**\*Class size is limited to 10 participants each session. Sign up early by calling ITR at 973-724-5515 or the Park at 973-724-7275 before June 10<sup>th</sup>.**

**Guard Start:** Lifeguarding Tomorrow Children between ages 11 and 14 will learn about preventing injuries, fitness, emergency response, leadership and professionalism. Dates and fees to be announced.

**Family Water Safety:** Families with Young Children can learn how aquatic accidents occur and how to prevent them.

## Focus Group (continued)

comments about the facility and staff, you had several valuable comments regarding the policies and procedures at the park. It has become clear to us that you would like to be able to bring more guests and to pay less for your guest fees. You have asked for a raincheck policy on guest fees in the event of a closure. You have asked for longer hours and fewer closures of features. These policies have been revised. You can visit our website for updates regarding policies and rules. You can also find information about special programs, swim lessons and upcoming events. The website is updated frequently, so please check back often.

In order to keep costs down, in the future this newsletter will only be sent via e-mail. To receive the newsletter, special event schedules and up to the minute closure information, subscribe by e-mail to [kksmith@pica.army.mil](mailto:kksmith@pica.army.mil)